

## Environmental concern changing consumers' lives and buying habits

*Buzzback Market Research surveys US and UK consumers*

New York, April 14, 2008 - Concern about the environment and global warming is not only influencing how consumers live their lives, but also impacting their buying habits.

In a consumer survey taken in advance of Earth Day (April 22) by BuzzBack Market Research, 72 percent of those asked said they used energy efficient light bulbs and 57 percent said they purchased recycled products. But much work still needs to be done to change attitudes among consumers as less than 10 percent say they buy products only from Green companies.

BuzzBack conducted a survey among 1,141 people in the US and United Kingdom to learn how they are changing their lives to be more "Green" or environmentally conscious.

About half of those surveyed agree completely/somewhat "that the environment is the most important issue, and are willing to make sacrifices such as convenience, comfort or cost savings in order to support the environment."

When it comes to using products to improve the environment, US consumers say they do the following more often than not:

- 72% use energy efficient light bulbs
- 70% turn down the thermostat
- 71% recycle paper
- 68 % turn off electric appliances rather than leave them on stand-by
- 67% take more showers than baths to conserve water
- 57% recycle glass
- 57% purchase recycled products
- 55% purchase recycled paper

- 51% purchase refill products
- 38% use less household chemicals
- 36% walk short distances rather than drive
- 31% buy organic fruit or vegetables
- 20% take fewer flights
- 15% buy organic meat
- 6% only buy products from companies they consider Green
- 4% use a hybrid car

About three-quarters in both the US and UK are 'extremely/slightly' worried about global warming. More UK consumers are 'slightly' worried, and nearly two-thirds have made changes to things they do or buy as a result. In the US, among those worried about global warming, only half have made changes to what they do or buy.

BuzzBack Market Research, a New York City Internet consumer research and marketing firm, developed the study when several clients asked about sustainability and issues related to environmental consumerism.

Carol Fitzgerald is the President and co-founder of BuzzBack Market Research ([www.buzzback.com](http://www.buzzback.com)) and would be glad to share additional information.

## About BuzzBack Market Research

Operating from its New York headquarters and European office in the U.K., BuzzBack Market Research provides creative, full-service, custom, online market research solutions. BuzzBack develops and implements new tools and technologies to provide fast, meaningful and actionable insights via more efficient methodologies and a more engaging respondent experience.

For more information plus online demonstrations of BuzzBack's tools, visit [www.buzzback.com](http://www.buzzback.com)

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